LET'S START YOUR OWN VLOG PROMOTING
INDONESIAN DIGITAL ENTREPRENEUR USING
YOUTUBE CHANNEL

Abstract: This research uses interpretive approach through visual semiotics method. Visual semiotics method is done by purposive sampling the most popular five videos that have been produced and uploaded by Bayu SKAK on his YouTube channel. The researcher also gathers some data from second resources to find out its impact on economic site. The result of the research shows that YouTube as a public communication channel and entrepreneurship. Bayu SKAK’s video blogging consists of creative ideas and also a media for digital entrepreneurship. Digital entrepreneurship is able to create a new environment for evolutionary creative industries that are based on ideas, networking, and self-creativity. The culture and communication pattern is developed between the Vlogger as the creative producer and the audience as the consumer of vlogs. On one side, YouTube channels have been an open commercial public space for people of the age of information, has more than one role by being the audio-visual consumer and also the producer, on the other side there have been problems, such as institutional problems, copyright protection, and advertisement management. However, socializing the use of video blogging through YouTube channels can be an alternative way to improve and develop digital entrepreneurship in Indonesia. Educating the society through social media can promote the various types of new businesses based on digital entrepreneurship through the creativity and the contribution of teenagers to digital native. This research does not reveal the Vlogger’s strategy to attract large viewers, and it becomes an important issue to explore the benefits of social media.

Keywords: Social Media, Youth Participant, Digital Native, Video Blogging, Digital Entrepreneurship

Cyberspace - in this case, social media provides a new communication style which contrasts with conventional mass media. Social media offers ease of access, user fees humility and extensive reach of the audience, making it easier for someone to roleplay as a message producer/communicator. As presented by Castells (2009), that the presence of the Internet and social media can provide the opportunity for individuals to possess power and control over the information. It could be stated that the individual has a dual role, as producers and consumers of information. Our research based on Castells’s concept of the information society. In his work, he always emphasized how the power possessed by netizens in disseminating information to a broader audience. Dis-
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Semination capabilities that have not been owned by conventional mass media.

Based on statistics from the Association of Indonesian Internet Service Provider (APJII) in 2016 stated that YouTube occupies the 3rd place of social media content categories frequented. A total of 11 percent, or nearly 14.5 million of Indonesian people accessing YouTube pages throughout the year 2016. This figure is taken high, although still less communication. Therefore, the emergence of the Internet also contributed the changing of communication forms. For example, research conducted by Fisher (2015) that there are three great potentials possessed by social media: consumption, production, and marketing. These three things are considered binding on the public when using social media. Audiences have the power to regulate what information is required and what needs to be disseminated. So is the power of social media creates a space with Facebook (71.6 million) and Instagram (19.9 million). Still, from the same survey, researchers found that internet penetration is dominated by young people aged 20-24 years and 25-29 years as many as 80 percent of the total Internet users in Indonesia.

Considering a large number of Internet users in Indonesia as provide new opportunities in some sectors, such as the economy, politics, health, and culture. Of economic sectors, for example, when a growing number of social media users in Indonesia, many small and medium scale enterprises begin to catch the enormous potential of social media. Most companies, particularly the smaller ones tend to hang up the process of promotion and marketing them through social media in addition to saving the cost of the promotion, social media is also able to reach a wider market (Pane, 2014, Gumilar & Zulfan, 2014, and Priambada, 2015). From the political view, the internet presence ‘considered’ able to present a new public space for people to talk about politics. It is as it was delivered by Dahlgren (2005), that the internet has the ability same as a conventional public space that there is an interaction between users when discussing several topics about politics. In addition to economic and political, social media also provide new chances for health topic, such as that delivered by Laksono & Wulandari (2011), in his research that information about AIDS spread via facebook proved very helpful in efforts countermeasures dangers of HIV/AIDS in a community. Studies conducted by the method of content analysis found that the usage of Facebook as a medium for the diffusion of information that goes beyond administrative and geographic region is considered successful have a positive impact on knowledge about HIV/AIDS. Lastly, the Internet is also practiced as a medium to spread the creative ideas of users that can be enjoyed by a wider audience.

This research emphasizes on how YouTube can disseminate creative ideas displayed by users. In particular, we take the example of a Vlogger - named Bayu Skak, who regularly upload his own video with local language and local theme. His subscriber on YouTube reached over 700 million people. Ease of access gives a positive impact to Bayu Skak because he could earn his finance in large amount. This reason also the basis for the researchers to see how YouTube is able to create jobs for its users. As presented by Kim (2012), that YouTube has come to represent what the video on the web looks like: short, mostly humorous and easily accessible. This paper underlines on how YouTube presence can help to disseminate creative ideas displayed by users every time and everywhere. A simple mechanism for uploading some videos make young adult in Indonesia often upload video to YouTube. As presented by Kim (2012), that YouTube has come to represent what the video on the web looks like: short, mostly humorous and easily accessible.

Gehl (2009) argues that YouTube is a new form of communication technique. YouTube has come to represent what video on the web becomes short, most easily accessible. Further, he states that YouTube is a digital archive. Nick Couldry - a professor of media and communication (2003) defines YouTube rather than as a service provider are brought about in the form of video content, the content produced by third parties and stored on YouTube. Content created especially for upload on YouTube, there is also the recycled content of the mass media.
Based on our argument, this study emphasizes on how the potential of YouTube is barely a digital museum but also as productive land for young people with creative ideas. This paper is divided into three parts. The first part will discuss a brief history of YouTube as social media. The second part discusses the phenomenon of the independent digital worker, and the third part is discussions and predictions sustainability of social media as a digital company/digital labor. In conclusion, we underline the challenge for YouTube. Not only the issue of copyright but also literacy users to YouTube a social media which have positive effects.

LITERATURE REVIEW

New Media/YouTube and Digital Labour

The mass media developing so fast. Along with the development of communication technology. Mass communication is increasingly sophisticated and complex and has more power than the previous period. It is characterized by the emergence of new media who claimed to have the ability to spread information faster than conventional mass media. The term “new media” (in this research, we call the Internet) has been practiced since the 1960s and has included a set of applied communication technologies growing and diverse. According to Denis McQuail in his manuscript Theory of Mass Communication (2011), the main characteristic of the new media is their link, their access to the public individual as a recipient or sender of the message, interactivity, usability as diverse as the characters open and it is there everywhere.

A discussion of Internet and conventional mass media more at easy access to information from the user to user, both seek and distribute information. In short, what distinguishes new media from old media is more on the benefits of new media are ignoring the restriction area/geographic and time when the information distributed. Internet blurring the area of communicator and communicant and somehow when we using social media just like we are in face to face communication. Therefore, the emergence of the Internet also contributed the changing of communication forms. For example, research conducted by Fisher (2012) that there are three great potentials possessed by social media: consumption, production, and marketing. These three things are considered binding on the public when using social media. Audiences have the power to regulate what information is required and what needs to be disseminated. So is the power of social media creates a space for the audience to promote them.

The advantage of new media that are considered community gives more convenience in communicating reinforced Castells (2007) that the communication technology (Internet) creates a broad space for users to interact and ‘power’ on the information submitted. It is considered reasonable to see the results of a survey of APJII 2016 stating as much as 25.3 percent or 31.3 million people in Indonesia use the Internet to access information and about 54.4 million people in Indonesia use the Internet to watch movies. Not only that, since the issue of the Internet accompanied by the establishment of several social media platforms like Facebook, Twitter, Instagram, and path as the Indonesian people have an obligation to have an account in each of the social media. So what happened is that every single individual has almost two different social media accounts with the same purpose - searching for information, socializing and shopping.

Social media presence does not constantly bring a positive impact on the community, but also have a negative impact. Negative impacts often encountered today is the circulation of false information - or in another language is a hoax, which is very disturbing society. Fake news (hoax) have circulated widely and rapidly from one account to another, so sometimes the user is not able to distinguish between true or false information. Finally, the emergence of conflict in society, both politically and socially, the primary cause is that people are easily provoked by the fake news that circulates freely in social media. This was stated by Castells in Communication Power that in social media, every individual is not confronted with other individuals (one to one) but the individual dealing with mass groups (one to many). However, this article does not refer to the negative impact of social media presence, but rather see social media as a medium to develop creative ideas from users that have an impact economically.
Some activity on social media started to yield an economic impact i.e buzzer, celebrity endorsements and video blogging (vlogging). Buzzer term originated from the observation of the mechanism for disseminating information by Twitter users. Disclosure of such information is usually influenced by how many followers or people who follow a particular Twitter account. This led to the term twitter buzzer, that uses twitter account with the number of followers in the hundreds of thousands, even millions, hence enabling the reach of dissemination of information becomes more widespread. Currently, twitter buzzer often found in social media and an opportunity to earn money. (reuters.com, accessed February 3, 2017).

A similar phenomenon occurred in celebrity endorsement also use twitter, facebook, and Instagram to promote goods or services under contract. Besides twitter buzzer and celebrity endorsement, we mentioned the phenomenon of video blogging have emerged since 2014 and made a generalist to a crowd of celebrities doing the same thing, call it Raditya Dika, Ernest Prakasa, or Arief Muhammad ‘Poconggg’. Google Indonesia also noted, since two years ago, video content uploaded to YouTube rose 600%.

Based on the search through the social blade.com site, we identified 15 Vloggers with the highest revenue:

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Type</th>
<th>Created</th>
<th>Estimated Income ($)</th>
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<td>1.</td>
<td>Edo Zell</td>
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<td>Nov, 2006</td>
<td>4.5K - 71.5K</td>
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<td>2.</td>
<td>Lifia Niala</td>
<td>People</td>
<td>March, 2014</td>
<td>4.1K - 65.7K</td>
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<td>Raditya Dika</td>
<td>Entertainment</td>
<td>June, 2007</td>
<td>4K - 63.7K</td>
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<td>Rezaoktovian</td>
<td>Games</td>
<td>Nov, 2012</td>
<td>2.9K - 46.6K</td>
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<td>5.</td>
<td>Arief Muhammad</td>
<td>Entertainment</td>
<td>Jan, 2014</td>
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<td>6.</td>
<td>Ria Yaya Riya</td>
<td>People</td>
<td>April, 2014</td>
<td>2.2K - 34.6K</td>
<td>B+</td>
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<td>7.</td>
<td>Laurentius Rando</td>
<td>People</td>
<td>Oct, 2014</td>
<td>2.2K - 34.5K</td>
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<td>9.</td>
<td>LDP LASTDAY Production</td>
<td>Entertainment</td>
<td>March, 2014</td>
<td>2.1K - 34.1K</td>
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<td>10.</td>
<td>Yudist Ardhana</td>
<td>Entertainment</td>
<td>Jan, 2016</td>
<td>2K - 32.7K</td>
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<td>11.</td>
<td>Tim2one – ChandraLiow</td>
<td>Entertainment</td>
<td>Mei, 2008</td>
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<td>12.</td>
<td>Young Lex</td>
<td>People</td>
<td>June, 2011</td>
<td>1.6K - 25.8K</td>
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<td>13.</td>
<td>Tara Arts Game Indonesia</td>
<td>Games</td>
<td>Sept, 2011</td>
<td>1.5K - 23.5K</td>
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<td>14.</td>
<td>Bayu Skak</td>
<td>Comedy</td>
<td>July, 2010</td>
<td>1.1K - 17.1K</td>
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<td>15.</td>
<td>SI skinnyindonesian24</td>
<td>People</td>
<td>June, 2011</td>
<td>978 - 15.7K</td>
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Source: https://socialblade.com (acessed on July 11, 2017)
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the private market and earn revenue from the media. YouTube has come to represent what video on the web looks like short, mostly humorous and easily accessible. Spectator’s videos via YouTube was facilitated by a quick search facility that only requires entering a video title or username. For some people, these media are considered able to replace the television is considered ‘old’ and slow to innovate (Kim, 2012). Additionally, YouTube provides the speed and large storage capacity so that each user does not trouble when uploading a video at the same time.

No wonder that many young people in Indonesia like to upload them to a video blogging owned YouTube account. The theme of their video among others about everyday life, general knowledge, humor, and women. According to the article cited from www.loop.co.id (accessed January 30, 2017), one of the keys to success in making video blogging is a must follow the latest trends. Each year, the content that the trend in the virtual world, especially the world of vlogging and YouTube are always changing. From the survey results YouTube in Indonesia in 2015, 70% of YouTube viewers aged between 15-34 years. From that age range, more than half (about 70%) are women. The favorite content which is talk about the woman.

RESEARCH METHODS

This work uses an interpretive approach to the method of visual semiotics. Methods of visual semiotics into a method that is able to evoke the full meaning of the audiovisual messages. The logic of this research was to undertake a qualitative research analysis, using purposive sampling to access and immerse in the professional social networks of the interviewees. Unit analysis of this research is five video which produced and uploaded by Bayu Skak in his YouTube channel. The choice of five videos is because that video has many subscriber and downloaders. Through the method of visual semiotics, researchers more easily decoded the video so that we can find clearly how YouTube into a digital medium entrepreneur. In addition, visual semiotics is also important for the reader to have an interpretation what they see on the visual element.

Furthermore, the videos are classified into three themes: everyday activities, games, and women. From these themes, we analyzed the facial expressions, language used, gesture and clothing worn. This analysis aims to look at the process of a Vlogger record and disseminate video to attract audiences. The results of this analysis also aim to describe the use of YouTube as a media-content marketing through the creation of creative content to consumers.

RESULTS AND DISCUSSIONS

“Bayu Skak”: A Case Study for Self-Financing from Social Media

Compared with the mass media, the internet – particularly social media – allows new, more intense forms of exploitation (Andrejevic, 2011a, 2011b; Cohen, 2008; Fisher, 2012; Fuchs, 2011a, 2011b; Lee, 2011; Peterson, 2008; Scholz, 2013). Commodifying audience labor on social media requires highly sophisticated techniques of collecting, analyzing and manipulating these kinds of data (Beer, 2009; Kang & McAllister, 2011; McStay, 2011), but the audience plays a key role in producing them. We argue that the value generated by users is based on two further types of labor: the ‘self’ of users, who are mobilized as ‘celebrity’ avatars to advertise a brand, and the construction and maintenance of networks or media channels through which ads are disseminated.

Based on our observations, video blogging made by BayuSkak looks very expressive. He always appeared energetic, along with silly facial expression. Through an uploaded video, we find the use of the language with the local accent (accent typical of East Java) so as to make the audience curious about what he says. The use of local accents actually wants to express the cultural identity of BayuSkak. This makes sense since most – video bloggers come from big cities in Indonesia such as Jakarta and Surabaya. Taking pictures that often set in his bedroom to make viewers feel as if the near BayuSkak. This he felt by the many comments that go through his social media are mostly asking where location shooting of the video he prepared.
In addition, the results of interviews with program TvOne in program JadiPengusaha noted that for the positive effect he had felt for uploading videos through YouTube was that he became known by many people. The rest, BayuSkak admitted also that he got a huge income from YouTube for videos uploaded. Such a condition has been described by Fisher (2015), that the social media audience will be bound by three chains: consumption, production, and marketing. The third stage is as inseparable as the process of production and consumption of goods and services in general. Put differently, valorization on social media take place also through the work of the audience as marketers, entailing the construction and maintenance of targeted brands. BayuSkak managed to prove that being a ‘worker’ is sometimes not to be listed in the list of employees of a particular company but could do with being a Vlogger. He called it as a digital freelance, who has the freedom of time and creativity without having to be bound by the rules of the company.

Digital freelance professionals are in fact induced into what seems to be a significant example of emotional labor (Hesmondhalgh & Baker, 2008, 2013; Hochschild, 1979, 2001) as of participating in a labor market where the value is increasingly socialized and produced via network-based arrangements that require a significant extent of subjectivity. Still, the relationship between digital activity on social network sites and the affective dimensions of labor remains problematic – and the issue of free labor demonstrates this clearly (Terranova, 2000). Gandini (2016) called it as self-branding. What I mean here is that, incidentally, the rise of self-branding actually occurred more or less simultaneously with the proliferation of ideas of a rising ‘creative class’ (Florida, 2002) that promised an age of economic prosperity and development through valorization of individual talent and entrepreneurial creativity.

This paper also focuses on the young entrepreneurs who sell products in the form of video recording themselves. Based on interviews conducted by researchers to BayuSkak, obtained the answer that the presence of YouTube not only as a music video provider but also can be used as a money-making machine. Armed with narrative stories from his everyday life as a teenager, BayuSkak trying to touch the audience with a thick accent East Java. He acknowledged that through the use of Javanese dialect, the audience felt that BayuSkak did not mask the social identity it possessed. Selection of the language of instruction in the video contributes to the uploaded video.

We agree to the terms “You Media” used by Fisher (2015) to explain the position of the new media that combines elements of the network (networking) with oneself (self). The media serves as a medium/medium to convey the message, while the “You” refers to an individual’s ability to spread the message, or even become a spokesman of the message that he created and spread through the media selected.

The process of social media distribution involves the concept of segmentation like conventional marketing products and services. Segmentation on social media is much cheaper as it is, in effect, ‘outsourced’ to the audience. And it is more accurate since it is done bottom-up by the audience, based on shared interests or personal acquaintance. Further, we will explain how the three stages of consumption, production, and marketing with examples of video blogging on YouTube.

Consumption – As in the mass media, the audience is mobilized to watch ads, both supporting the political economy of social media companies (by creating surplus-value), and the political economy in general (by encouraging consumption). But compared with the mass media, social media tends to fuse together commercial messages and social communication more fully, leading to greater consumer mobilization. Vlogging represents both a real-life event and a commercial message. It is therefore seen by marketing professionals as more effective than a regular (e.g. banner) ad, leading to a higher market value, or creating more surplus-value.

Production – The networked and interactive nature of social media, and its affordance of audience participation, enables social media companies to access a huge amount and variety of data produced by users. Such data includes demographic and personal information, the content of the com-
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munication, information about online and offline behavior, and meta-data about online usage patterns. Such Big Data – allowing social media companies an intimate knowledge of the audience, both as individuals and as an aggregate – is a key force of production in an information economy (Miller, 2008).

In the case of vlogging, the audience participates in the production of value in two ways. First, it produces the ‘mundane’, every day, personal information that serves as the basis for the ad, for example, by downloading an application. Second, the audience also (unwittingly) engage their very ‘selves’ in the production of video blogging (vlogging) such as his favorite film and daily life activities. In the first instance, vlogging can be thought of as ‘reality advertisements’, where real-life events and phatic communication are mediatized in a commercial/entertainment context. In the second instance, the social capital of audience members is mobilized for the endorsement of brands in social media, much like ‘celebrity’ avatars in the mass media.

This research still focused on semiotic studies and entrepreneurial opportunities on one of the YouTube accounts and has not revealed a Vlogger’s strategy to attract a large audience. Therefore, it would be interesting to examine how the top Vlogger’s strategy in Indonesia to manage their accounts in order to keep their viewers consistently. Furthermore, audience study on social media becomes an interesting topic to discover the revolution of audience’s habit of consuming media as an entertainment.

CONCLUSIONS

These research findings illustrate comprehensively that YouTube is not just as a medium but also had undermined public space. It is based on the fact that shows that YouTube can be used as a medium to disseminate creative ideas freely. Creative ideas are disseminated via YouTube can be used as a digital medium entrepreneur.

Furthermore, the conflicts between old and new media are based on more than economic interest: they are hegemonic tensions resulting from the formation of a new media-scape. Despite their potential, the future of online video libraries does not look promising, considering the relatively weak business model, fast technological innovations, copyright complications and cultural gaps. besides that, the concept of You Media suggests is an amalgamation of networking and self, the two elements of audience labor pointed to throughout the article: commercial messages are transmitted through the ‘Media’ that users create by networking with others, but they are also given the thrust of ‘You’, the persona of users who inadvertently become spokespersons for the message. In sum, YouTube should be understood as one of the consequences of the evolution, rather than the revolution, of the internet culture. Online video sites provided alternative ways of consuming and producing visuals, yet traditional broadcasting struck back with institutional strategies, including copyright protection and advertisements.

The limitation of this study is not to discover how the Vlogger strategy to increase the number of subscribers and downloaders. Therefore, the next research may be able to find what strategy to attract audiences’ attention in content and dissemination way.

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